

Leit Motif

\lit-mo-tef\ *n.* a dominant recurring theme

Volume 2, Issue 3

July-September 2000

Mission

Through collaborative efforts, we provide leadership, direction, and support to youth and adults establishing tobacco-free communities.

Vision

Maricopa County communities will be nationally renowned for their commitment to providing widely accessible tobacco prevention and cessation services and to living in a

Change is Good

By Rhonda Hallal, Program Manager

As a new contract year begins, changes are being made throughout TEPP funded programs to enhance service delivery. In light of that, MACTUPP has made a few decisions about staff structure and function. Due to budget constraints, MACTUPP will not be hiring the Evaluation position. The job duties and responsibilities of that position will be absorbed into the current MACTUPP structure. Over the next few months MACTUPP staff will be reevaluating current job duties and gathering input from the Local Projects. Appropriate changes will be made to enhance services to Local Projects and communities served. In the meantime, Ali Kamen, Program Development Coordinator, will be the contact person for county-wide evaluation matters.

Consistent with TEPP guidelines and Local Project feedback we'll continue to position duties to better serve our customers. A first step in our restructuring includes new job titles. These titles more accurately describe the duties, activities and responsibilities of each staff member:

Rhonda Hallal, Program Manager

Cheryl Smith, Administrative Specialist

Donna Minshall, Contract Coordinator

Cynthia Weaver, Media Coordinator

Ali Kamen, Program Development Coordinator

Jennifer Forbes, Program Development Specialist

Alaina Liu, Program Development Specialist

Newly Certified

By Alaina Liu, Program Development Specialist

Jennifer is proud to announce her newly acquired certification as a Comprehensive Health Education Specialist (CHES). A CHES is someone who has met the standards of quality established by the National Commission for Health Education Credentialing, Inc. (NCHEC) by successfully passing the CHES examination. The CHES designation after a health educator's name is one indication of professional competency. Jennifer took the exam in April and received notification that she passed in June. She will now be responsible for maintaining the certification by applying for continuing education credits via conferences, trainings, and self study programs. Congratulations Jennifer!

Looking Ahead to Fiscal Year 2000-2001

By Rhonda Hallal, Program Manager

Thanks to all Local Project staff who worked hard during the continuation application process to meet deadlines, clarify information, identify solutions to challenges and re-negotiate subcontractor work statements and budgets.

Collective efforts resulted in a very exciting “first” for Maricopa County projects - all eight projects have July 1 contract start dates! This is a wonderful opportunity for everyone to be proactive in planning and implementing services, especially those being delivered in schools.

As the contract year gets underway, some important things will be happening:

- ə The Site Visit Improvement Workgroup had its first meeting on June 22 to brainstorm “opportunities for improvement”. This group will provide recommendations to assist MACTUPP in developing new site visit criteria/forms. The goal is for these forms to be distributed to Local Projects much earlier than last year.
- ə Local Project Administrators recently completed Continuation Application Process Surveys. This information will be used by MACTUPP to improve next year’s process.
- ə Local Project staff will be asked to assist MACTUPP by completing a county-wide customer satisfaction survey this fall. Responses to this survey are important. Everyone involved in tobacco should be looking for ways to make programs more effective and cost efficient. MACTUPP is no different and will use response information to assess current staff activities, MACTUPP structure and future initiatives.
- ə MACTUPP welcomes Cynthia Weaver as our new Media Coordinator. Word has it, there will be plenty of opportunities for Cynthia to jump into tobacco events; including planning the 2001 Women’s Expo.
- ə TEPP plans to implement new reporting requirements for everyone this fiscal year, beginning sometime after December. More information will be forthcoming.
- ə More information about evaluation requirements and related reports is also forthcoming.

Whew! There will be a lot going on in the tobacco world in the next several months!

P.S. Think back to where we were a year ago. Take some time to celebrate this past year’s successes. Then - and only then - dive in to the “new year”!

Networking, Networking, and More Networking

By Ali Kamen, Program Development Coordinator

Have you ever wanted to spend time with other tobacco control professionals who work in the same basic service area as you? Do you wish you had someone to talk to about program ideas? Have you ever wanted to put a face with a name? If you answered “yes” to any of the above, you need to attend an upcoming Basic Service meeting! MACTUPP began hosting Maricopa County Basic Service meetings this past April. Local Project staff from all over the county are coming together to network and talk about programs and events with others working in the same service areas. If you have not attended a meeting yet and are interested, contact one of the MACTUPP Program Development staff listed below:

Basic Service #1: Community Planning meeting: August 23, contact Alaina Liu at 506-5783

Basic Service #2: Prevention meeting: July 24, contact Jennifer Forbes at 506-3047

Basic Service #3: Cessation meeting: July 17th contact Ali Kamen at 506-6769

Basic Service #4: Creating Tobacco Free Environments: Coming soon! Contact Jennifer Forbes at 506-3047.

APRC to Carry Tobacco Use Assessment Sticker

By Carolyn Holman, RDH, Office of Oral Health

Tobacco Use Assessment			
Yes	No	Since	Month/Year
Last Used _____/_____/_____		_____/_____/_____	Current Use Previous Use Yes No
Type		Exposed to	
Cigarettes _____	_____	environmental tobacco smoke?	Snuff
Current _____	Other _____	Previous _____	_____
Where? _____		Quantity per day? _____	
Long? _____		How	
Previous quit attempts? _____		Yes No	
_____		Month/YearHow many?	
Last Attempt? _____/_____/_____		_____	
Interested in quitting? _____		Yes No	
Comments:			
Provider Name:		Date:	

On April 20, I was a part of the Bulk Literature Selection Committee that met at APRC. Unlike previous meetings, this one was held specifically to review materials designed by members of AzTEPP funded programs. The materials were judged based on content, originality, and need.

The Tobacco Use Assessment Sticker, which was developed by Maricopa County Office of Oral Health, was accepted by the committee. It will be mass produced and made available through the distribution center. The production of the stickers is currently in a bid process, but hopefully they will be available by the end of July.

MACTUPP Welcomes Media Coordinator

By Rhonda Hallal, Program Manager

After 6 months of recruiting and interviewing potential candidates, MACTUPP is fully staffed once again! The MACTUPP Media Coordinator position has been filled by Cynthia Weaver. MACTUPP is incredibly happy to have her on staff! Cynthia will be coming to Coalition meetings to meet Local Project staff and Coalition members in the upcoming months. Please welcome Cynthia when you see her!

Cynthia has a Bachelor's degree in Journalism from ASU with an emphasis in Public Relations. Cynthia brings several years of public administration experience to her current position, having worked for both the City of Phoenix and the City of Chandler. During her tenure at the City of Phoenix, Cynthia worked in the City Council Office for Vice Mayor Doug Lingner. Her duties have included media relations, event planning and coordination and constituent relations. Also while at the City of Phoenix, Cynthia worked as the Fundraising Coordinator for the Mayor's 12th Annual Martin Luther King, Jr. Breakfast. Most recently, Cynthia worked at the City of Chandler in the Public Information Office providing Public Relations support to the Mayor and Council, the Human Relations Commission and the Office of Neighborhoods. Cynthia worked extensively on Chandler's Census 2000 Campaign and the Neighborhoods USA (NUSA) Conference held at Phoenix Civic Plaza.

Cynthia enjoys spending quality time with her daughter, Ashley. Together, they enjoy reading, bowling and traveling to visit family back east and in Southern California.

Oral Health Celebrates its Abstract Acceptance

By Janice Cardiello, RDH, Office of Oral Health

With much encouragement from Rhonda and Ali, I submitted an abstract to the American Public Health Association to present at their 128th APHA Annual Meeting, being held November 11-16, in Boston. According to the submission guidelines, the abstract could contain no more than 250 words. Well, I can tell you that 250 words was not nearly enough for this New Yorker. Through much editing, I arrived at the acceptable word limit and submitted the abstract. Waiting patiently for notification of acceptance was also an exacting task, but definitely worth the anxiety. Carolyn and I would like to share our news! It is with great enthusiasm that we will represent the Maricopa County Office of Oral Health on November 14th at the annual meeting!

The abstract speaks to the:

- λ Maricopa County dental provider survey and its findings
- λ dental community's needs to enhance their cessation efforts
- λ collaboration with ACTEV and APRC
- λ partnering with Maricopa County Local Projects to promote the importance of oral health in tobacco use prevention, education and cessation.

Carolyn and I would like to extend our many thanks to those of you who have given us the opportunity to share our oral health program with you. Without your partnership, the abstract would not have been complete!

WIC and ACTEV Collaborate

By Jill Gomez, Program Coordinator, Natural Collaboration Project

The Maryvale WIC office has been participating in a pilot tobacco cessation project for the past two and a half years. WIC staff provide brief interventions to their clients as part of their routine WIC appointment.

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children. This federally funded nutrition program has served more than 6 million participants nationally since 1974. There are 14 WIC offices in Maricopa county serving more than 69,000 participants. The Maryvale office is the largest clinic in Maricopa County serving almost 9,000 participants. About 11 % of the women admit to smoking presently or in the three months prior to becoming pregnant.

The WIC program has proven to reduce negative health risks during pregnancy and childhood such as anemia and low birth weight. Participants of the program receive nutrition education, store checks for nutritious foods (such as milk, cheese, eggs, and cereal), and referrals to other agencies. Smoking status has always been determined as part of WIC screening. Smokers are advised to quit smoking during pregnancy and after.

With the procurement of funding to focus on tobacco cessation within WIC, staff have been able to receive more extensive training in health problems relating to tobacco use and intervention methods. Prior to the start of the pilot project, all WIC staff were trained in stages of change theory and application as well as brief intervention skills by staff at the Arizona Program for Nicotine and Tobacco Research now more commonly known as the Arizona Cessation Training and Evaluation Project (ACTEV). Staff received a series of intensive training sessions as well as follow up training.

Last fall WIC staff's tobacco knowledge was again refreshed as they completed the WIC Tobacco Cessation Skills Certification. This training is a customization of ACTEV's Basic Tobacco Cessation Skills. It includes an interactive guidebook/training that is complemented by a customized video and resource kit and incorporates skills, demonstrations and a written test. All of the materials have been adapted to relate to pregnant and breastfeeding women as well as households with environmental tobacco smoke since the population that WIC serves includes women who are pregnant, postpartum, or breastfeeding and children under the age of five.

If you would like further information, please contact Jill Gomez, Program Coordinator Natural Collaboration Project: Tobacco Cessation in WIC Arizona Program for Nicotine and Tobacco Research, 2030 E. Speedway, Suite 110, Tucson, AZ 85719, phone 318-7253 x141, fax (520) 318-7252, jgomez@u.arizona.edu.

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